

Help Us Solve the
Cruel Mystery™

Join the fight to end lupus and
stop its brutal impact.

Help Us Solve
The Cruel Mystery
LUPUS™
FOUNDATION OF AMERICA

MAY IS LUPUS AWARENESS MONTH!

POP Starter Kit

May 2013

Thank you for your interest in joining the Lupus Foundation of America, Philadelphia Tri-State Chapter and thousands of people nationwide for the **Put On Purple** initiative throughout May - *Lupus Awareness Month* - 2013. The Initiative is focused around **Put On Purple Day on Friday, May 17th**, but we encourage you to participate on whatever day you can this May!

The Lupus Foundation of America is the foremost national force devoted to solving the cruel mystery of lupus while providing caring support to those who suffer from its brutal impact. To learn more, visit **www.lupustristate.org**.

It's easy to participate! Following are some ways you can **Put On Purple** for *Lupus Awareness, Tell the Lupus Story, and Change Lives*:

- Choose a day to wear purple proudly and don't be afraid to tell people why!
- Tell your friends, family, coworkers, and employer about **Put On Purple** Day and ask them to join you.
- Consider organizing an office-wide or school-wide initiative.
- Consider hosting a fundraising event such as a bake sale or dress-down/ jeans day.
- Take pictures of your participation and share them us at info@lupustristate.org
- Also share them on our Facebook Page at facebook.com/lupustristate and on Twitter [@lupustristate](https://twitter.com/lupustristate) using **#PutOnPurple**

Included in this starter kit are tips and resources for coordinating your efforts to promote **Put On Purple** Day, including an response form for hosting an event or fundraiser, fliers, a pledge form for **Put On Purple** Day, and background information about lupus. If you would like additional resources, please email us at info@lupustristate.org or call us at 215-517-5070.

If you are planning a *Lupus Awareness Month/ Put On Purple* Event or Promotion, please complete the enclosed form and return it to the Chapter office. In return, we will mail you up to 25 purple wristbands as our way of saying thank you for helping to raise lupus awareness in your community!

Once again, thank you for participating. Together we can provide hope for a future without lupus and help to everyone living with lupus until that day comes.

Put On Purple. Tell the Story. Change Lives.

Sincerely,



Annette G. Myarick

CEO

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POP Promotion Ideas

THE BASICS

- Tell your friends, family, coworkers, and employer about this awareness event and ask them to join in by wearing the color purple or a lupus t-shirt on **Friday, May 17th**.
- Consider organizing an office-wide or company-wide campaign.
- Wear **Purple** proudly and don't be afraid to tell people why you are!
- Take pictures of your participation and share with us at info@lupustristate.org.
 - Also share them on our facebook page at www.facebook.com/lupustristate and on Twitter @lupustristate using hashtag **#PutOnPurple**

GET THE WORD OUT

- Tell all your friends, family, co-workers and neighbors about **Put On Purple** Day.
- Send letters, emails, facebook or twitter messages to everyone you know announcing your commitment. Invite them to join you!
- Asking someone in person is still one of the most effective ways to recruit someone. If possible, letters and emails should always be followed up with a phone call.

GET COMPANY SUPPORT

- Ask the highest-ranking person in your company or group to send out an endorsement memo announcing that he/she is participating and asking others to do so as well.
- Talk with Human Resources or Wellness/ Community Relations for assistance in recruitment efforts.
- Drop a **Put On Purple** flier on everyone's desk and hang a copy in the break rooms.
- See if the company will underwrite the cost of t-shirts for everyone who participates.

DISPLAY POSTERS AND PLEDGE FORMS

- Display **Put On Purple** fliers in central locations and high-traffic areas at work. Write the coordinator's name and contact info on the fliers to anyone with questions or is interested in participating.
- Display a large poster that tracks the group's efforts towards their participation recruitment goal.
- Display Participation Pledge Forms in accessible areas to create positive peer pressure and encourage others.

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POP Promotion Ideas cont'd

NEWSLETTERS

- If your company/ community organization sends out newsletters, ask them to include an article. List the names of those who have agreed to participate and include your name and contact information if they have questions.
- Use the **Put On Purple** Lupus Fact Sheet to share some facts about lupus with those in your company.

HOST A PARTY/EVENT

- Host a party on **Put On Purple** Day for those who participate. Perhaps a breakfast, lunch, or something special like an ice cream social.
- Consider doing a Lunch & Learn on that day and do a presentation on lupus.
- Hold a fundraiser on **Put On Purple** Day to benefit the Lupus Foundation of America, Philadelphia Tri-State Chapter. If you have a **Walk to End Lupus Now** team, this is a great opportunity to raise funds for your walk team.

MAKE IT PERSONAL

- Share your own "This is why I **Put On Purple**" story with potential participants. If other members have a particularly powerful story, ask them if you can share their story as well.

MAKE IT FUN

- Hook them with fun and then connect them to the cause. If people have fun, you will increase your participation!
- Don't underestimate the effect of camaraderie. People like to belong to something and be a part of a community. If they see that you have a real commitment, they will be attracted to it.

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POP Lupus Facts

What you may not know about lupus...

- Over 40,000 people in the Philadelphia Tri-State Region are living with lupus.
- Lupus is a chronic autoimmune disease that can damage any organ in the body (skin, joints, heart, lungs, kidneys, brain, etc.) and can have life-threatening consequences.
- An estimated 1.5 million Americans have lupus, and at least 5 million people worldwide have some form of the disease.
- Ninety percent of people with lupus are female. However, men, children, and teenagers develop lupus too. Lupus develops most often between ages 15-44.
- While people of all races and ethnicities can develop lupus, the disease occurs two to three times more frequently among African Americans, Asians, Hispanics/ Latinos, Pacific Islanders, and Native Americans than among Caucasians.
- The causes of lupus are unknown; however, researchers believe that a combination of hormones, genetics (heredity), and environmental factors are involved - more research is needed to better understand the role of these factors in people with lupus.
- No two cases of lupus are alike. Symptoms can range from mild to life-threatening including everything from skin rashes to severe organ damage.
- Lupus can be expensive to live with and treat. The average annual direct and indirect costs incurred by a person with lupus can exceed \$20,000.
- Lupus can be difficult to diagnose. There is no single test to diagnose lupus, and its symptoms can mimic those of other diseases, vary in intensity, and can come and go over time. More than half of those living with lupus suffered for at least four years, and saw three or more doctors before receiving the correct diagnosis of lupus.
- Early diagnosis is crucial in helping to prevent long-term consequences of the disease. If you notice signs or symptoms of lupus, be sure to engage your doctor and ask questions.
- We have seen substantial progress in research and treatment for lupus over the past decade, and today, people with lupus are leading healthier lives and living longer than at any time in history. However, more research is needed to better understand the disease, identify new safe, effective, and tolerable treatments - and one day, ultimately, the cure. The LFA's National Research Program, Bringing Down the Barriers, is pursuing an aggressive agenda to find answers to the most difficult questions that have challenged researchers for years. The LFA is tackling issues to advance research and improve the quality of life for those living with lupus.

POP Pledge Form

Lupus Foundation of America, Philadelphia Tri-State Chapter
500 Old York Road, Suite 110, Jenkintown, PA 19046
Phone: 215-517-5070 | Toll-free: 866-517-5070 | Fax: 215-517-8483
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POP Event/ Promotion Response Form

Yes, I will POP for Lupus Awareness!

I will:

___ **Place Posters in my Workplace/ Community** (List how many you need: #___)

___ **Host a Bake Sale**

___ **Host a Charity Night at a local Restaurant**

___ **Organize a Dress Down Day**

___ **Other:** _____

Please fully complete form with all necessary information.

Name: _____

Your Address: _____

City: _____ **State:** _____ **Zip:** _____

Email: _____ **Phone:** (_____) _____

Location/ Organization/ School: _____

Address: _____

City: _____ **State:** _____ **Zip:** _____

Date: _____ **Time:** _____

If this is a fundraiser, please note what you expect the donation to be: \$ _____

Please send me:

#_____ POP fliers

#_____ Lupus information/ brochures

#_____ (up to 25) free Lupus Awareness Wristbands!

#_____ I would like to purchase additional Lupus Awareness Wristbands, and I have

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enclosed a check payable to the Lupus Foundation of America (\$1 per wristband)

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